

62

# Hollar & Co., Inc.

Rocky Ford, Colorado

—Since 1904—

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★ FEB 27 1961 ★

U. S. Department of Agriculture

## CONTRACT PRICE LIST

### Preplanting Prices For Spring 1961

- |              |           |
|--------------|-----------|
| ★ WATERMELON | ★ SQUASH  |
| ★ CANTALOUPE | ★ PUMPKIN |
| ★ CUCUMBER   | ★ GOURD   |

### CANTALOUPE and MUSKMELON

COLORADO AND CALIFORNIA GROWN

POUNDS	Per lb. 75 lbs. & up	in lots 74 lbs. & less
..... Allnet (Mildew Resistant) .....		
..... Banana .....		
..... Bender's Surprise .....		
..... Bush Midget .....		
..... Casaba, Golden Beauty .....		
..... Cranshaw .....		
..... Delicious, Golden .....		
..... Delicious, Harris .....		
..... Delicious 51 (Fus. Wilt. Res.) .....		
..... Delta Gold .....		
..... Early Bender (Not Hardshell) .....		
..... Extra Early Green Flesh .....		
..... Edisto (Alter. P. M. Res.) .....		
..... Eden Gem .....		
..... Emerald Gem .....		
..... Extra Early Hanover .....		
..... Far North .....		
..... Giant Perfection .....		
..... Golden Champlain .....		
..... Golden Gate 45 .....		
..... Gold Lined (Green Flesh) .....		
..... Harvest Queen (Fus. Res.) .....		
..... Hackensack, Large Early .....		
..... Hale's Best No. 36 .....		
..... Hale's Best No. 936 .....		
..... Hale's Best Jumbo, Imp. .....		
..... Hale's Best No. 45 PMR .....		
..... Hearts of Gold Improved .....		
..... Hollybrook Luscious .....		
..... Honey Rock (Wilt Res.) .....		
..... Honey Rock/Large Strain .....		
..... Honey Dew Green Flesh .....		
..... Honey Dew Golden Rind .....		
..... Iroquois .....		
..... Imperial No. 45 (Original P.M.R.) .....		
..... Imperial No. 45 Impd. Shipper .....		
..... Imperial D2 (Powdery Mil. Res.) .....		
..... Imperial No. 4-50, Thick Flesh P.M. .....		
..... Imperial No. 5 (P. Mildew Res.) .....		
..... Imperial No. 6 (P. Mildew Res.) .....		

### CONTRACT PRICES WILL BE INCREASED

5c per lb. on May 1. We need your contract before planting time.

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| ★ CUCUMBER   | ★ GOURD   |

### CANTALOUPE and MUSKMELON

COLORADO AND CALIFORNIA GROWN

#### POUNDS

Per lb. in lots  
75 lbs. 74 lbs.  
& up & less

- |   |
|---|
| ..... Allnet (Mildew Resistant) .....       |
| ..... Banana .....                          |
| ..... Bender's Surprise .....               |
| ..... Bush Midget .....                     |
| ..... Casaba, Golden Beauty .....           |
| ..... Cranshaw .....                        |
| ..... Delicious, Golden .....               |
| ..... Delicious, Harris .....               |
| ..... Delicious 51 (Fus. Wilt Res.) .....   |
| ..... Del .....                             |
| ..... Ear .....                             |
| ..... Ext .....                             |
| ..... Edi .....                             |
| ..... Ede .....                             |
| ..... Em .....                              |
| ..... Ext .....                             |
| ..... Far .....                             |
| ..... Gia .....                             |
| ..... Gol .....                             |
| ..... Gol .....                             |
| ..... Gol .....                             |
| ..... Hal .....                             |
| ..... Ha .....                              |
| ..... Hal .....                             |
| ..... Hal .....                             |
| ..... Hal .....                             |
| ..... He .....                              |
| ..... Hol .....                             |
| ..... Hoi .....                             |
| ..... Hoi .....                             |
| ..... Hoi .....                             |
| ..... Iro .....                             |
| ..... Im .....                              |
| ..... Im .....                              |
| ..... Im .....                              |
| ..... Im .....                              |
| ..... Imperial No. 5 (P. Mildew Res.) ..... |
| ..... Imperial No. 6 (P. Mildew Res.) ..... |

TO YOU—

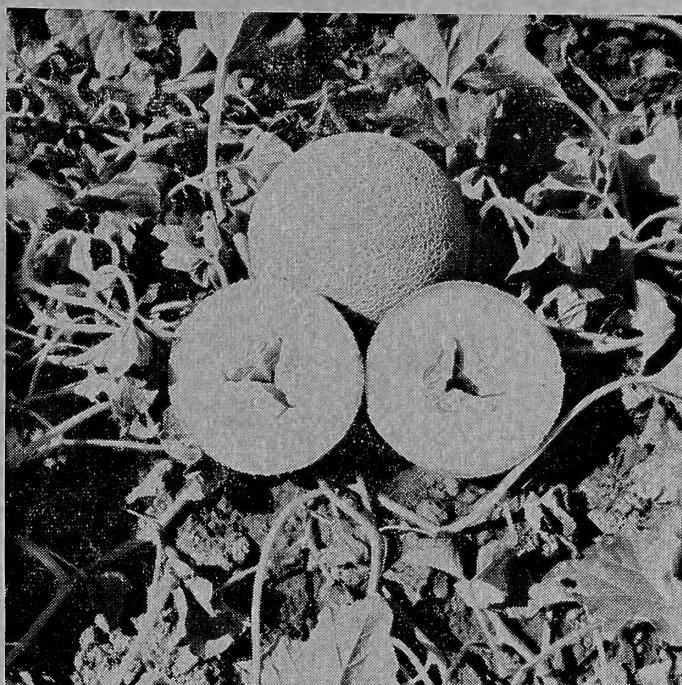
SUBMIT LIST  
FOR QUOTATION

On all items except F1 Hybrids.  
Cost of Containers, seed treatment &  
packaging not subject to discount.

**HOLLAR & COMPANY, INC.**

V. E. Hollar                      C. Estes Johnson  
ROCKY FORD, COLORADO

**CONTRACT PRICES WILL BE INCREASED**  
5c per lb. on May 1. We need your contract  
before planting time.

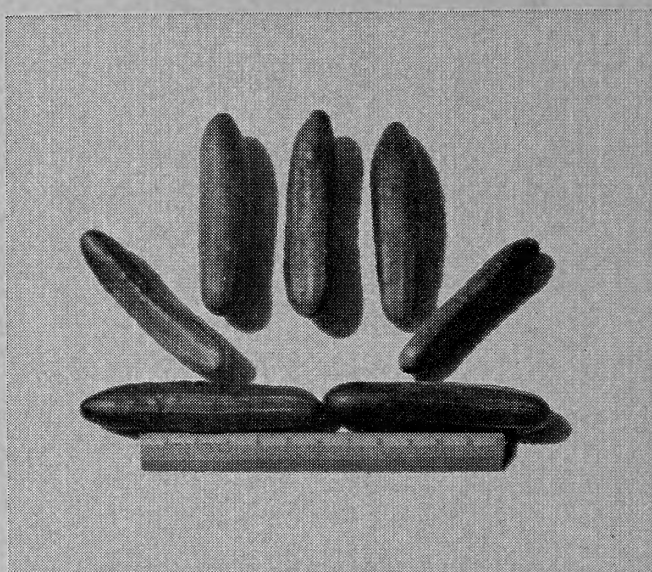


**SOMETHING NEW!** Cantaloupe, **ALLNET** (Mildew Resistant) New for 1961. Our introduction. Large, round, thick flesh, heavily netted with practically no rib. Very strong mildew resistant vine. A beautiful cantaloupe in the shipper class, maturing in about 90 days.

## CANTALOUPE and MUSKMELON (Cont'd.)

	Per lb.	in lots
	75 lbs.	74 lbs.
	& up	& less
POUNDS		
..... Knight's Early .....		
..... Lake Champlain .....		
..... Long John or Herrick .....		
..... Milwaukee Market .....		
..... New Yorker .....		
..... Netted Gem (Original) .....		
..... Pennsweet (All-American) .....		
..... Perfected Perfecto .....		
..... Persian, Small .....		
..... Persian, Medium .....		
..... Pershaw, Golden .....		
..... Pollock 10-25 .....		
..... Pride of Wisconsin .....		
..... Queen of Colorado .....		
..... Ridson .....		
..... Rio Gold (D. & P. Mil. Res.) .....		
..... Rio Gold 65 D/P Mil. Res. ....		
..... Rocky Ford Green Flesh .....		
..... Rocky Ford Gold Lined .....		
..... Rocky Ford Junior .....		
..... Schoon's Hardshell .....		
..... Seminole .....		
..... Sierra Gold, Early Shipper M. R. ....		
..... Smith's Perfect (Downy Mil. Res.) ....		
..... Spartan Rock (F. Wilt. Res.) .....		
..... S. R. 91 Improved (Sulphur Res.) ....		
..... Super Market F1 Hybrid .....		
..... Texas No. 1 (Downy Mil/Aphid Res.) ..		
..... Tip Top .....		

**THE FULL-LINE VINE SEED SPECIALISTS**  
**FROM THE SEED CAPITAL OF THE WORLD**



**PALOMAR.** Mildew Resistant long slicing cucumber. Hol-  
lar Strain is uniform and true to type, with good dark  
green color.

## CUCUMBER

### POUNDS

Per lb.	in lots
100 lbs.	99 lbs.
& up	& less

.....	A & C or Colorado .....
.....	Ashley (Mildew Res.) .....
.....	Apple Shape or True Lemon .....
.....	Apple Crystal or White Lemon .....
.....	Black Diamond .....
.....	Boston Pickle .....
.....	Chicago Pickle .....
.....	Cool & Crisp .....
.....	Cubit .....
.....	Davis Perfect .....
.....	Earliest of All .....
.....	Early Cluster .....
.....	Early Fortune .....
.....	Early White Spine .....
.....	Early Russian .....
.....	Early Surecrop F1 Hybrid .....
.....	Early Marketer F1 Hybrid .....
.....	Fletcher (Scab/DM Res.) .....
.....	Japanese Climbing .....
.....	Longfellow or Vaughan .....
.....	Long Green, Imp'd. White Spine .....
.....	Long Green, Imp'd. Black Spine .....
.....	Mandarin .....
.....	Marketer .....
.....	Marketer, Long Strain .....
.....	Mincu .....
.....	Model .....
.....	National Pickle .....
.....	Niagara (Mosaic Res.) .....
.....	Ohio M. R. 17 (Mosaic Res.) .....
.....	Ohio M. R. 25 (Mosaic Res.) .....
.....	Ohio M. R. 200 (Slicer, Mosaic Res.) .....
.....	Palmetto (Mildew Res.) .....
.....	Palomar (Mildew Res.) .....

**Early Contracts Help You  
Receive Full Deliveries**



## CUCUMBER Cont'd.

### POUNDS

Per lb.    in lots  
100 lbs. 99 lbs.  
    & up    & less

.....	P-51 (Downy Mildew Resistant) .....
.....	Producer .....
.....	Santee (Mildew Res.) .....
.....	Saticoy F1 Hybrid .....
.....	Smoothie, Dark Green .....
.....	SMR — 58 .....
.....	Snow's Pickle .....
.....	Staysgreen, Short Type .....
.....	Staysgreen, Long Type .....
.....	Stono (Mildew Res.) .....
.....	Straight Eight .....
.....	Tablegreen (Mosaic Resistant Slicer) .....
.....	Total Marketer F1 Hybrid .....
.....	Thorburn's Everbearing .....
.....	Vine Peach .....
.....	West India Gherkin .....
.....	White Spine, Arlington .....
.....	White Spine, Improved .....
.....	Wisconsin S. R. 6 (Spot Rot Res.) .....
.....	Wisconsin S.M.R. 12, S.R./Mos. Res. .....
.....	Wisconsin S.M.R. 15, S.R./Mos. Res. .....
.....	Wisconsin S.M.R. 18, S.R./Mos. Res. .....
.....	White Wonder .....

## GOURD

.....	Apple, Small Fruited .....
.....	Calabash .....
.....	Crown of Thorns .....
.....	Hercules Club .....
.....	Italian, Edible .....
.....	Large Bottle .....
.....	Mixed, Large Types .....
.....	Mixed, Small Ornamental .....
.....	Mixed, Small and Large Types .....
.....	Nest Egg .....
.....	Pear, Bi-Colored .....
.....	Small Orange .....
.....	Small Spoon .....
.....	Small Warted .....
.....	Syphon .....
.....	Turk's Cap .....
.....	Turk's Turban (Ornamental Squash) .....

## PUMPKIN

.....	Cheyenne Bush .....
.....	Connecticut Field .....
.....	Cushaw, Golden .....
.....	Cushaw, Green Striped .....
.....	Cushaw, White .....
.....	Dickinson .....
.....	Halloween or Jack O'Lantern .....
.....	Kentucky Field (Dickinson Strain) .....
.....	King of Mammoth .....
.....	Small Sugar or New England Pie .....



An

# Introduction

To

## Hollar & Co., Inc.

*Specialist Breeders and Growers*

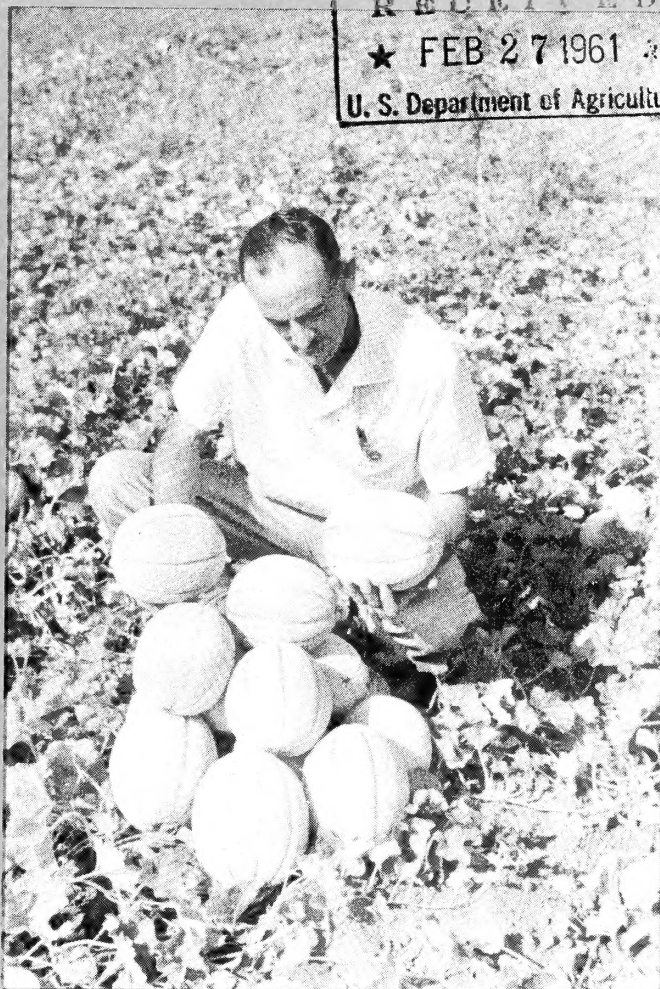
For the Whole Seed Trade

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**MR. C. ESTES (ES) JOHNSON**, whose photo appears on front cover, has devoted his full time, for over 35 years, to the breeding, selection and production of the Cucurbit Vine Seeds, (Cantaloupe, Cucumber, Squash, Watermelon and Gourd.) He has been responsible for the development of a number of the more important commercial shipping varieties of cantaloupes as well as Hybrid Cucumber. He is without doubt, the best known commercial vine seed breeder in this country.

He has a number of breeding projects under way, and several new varieties and hybrids about to be released.



**A Portion of One of Our Breeding Plots.** Our Mr. C. Estes Johnson spends full time during the summer months engaged in cross-pollination, selection, and trial observations. Our entire business is devoted to the breeding and growing of the Cucurbit Vine Crops alone.



# Since 1904

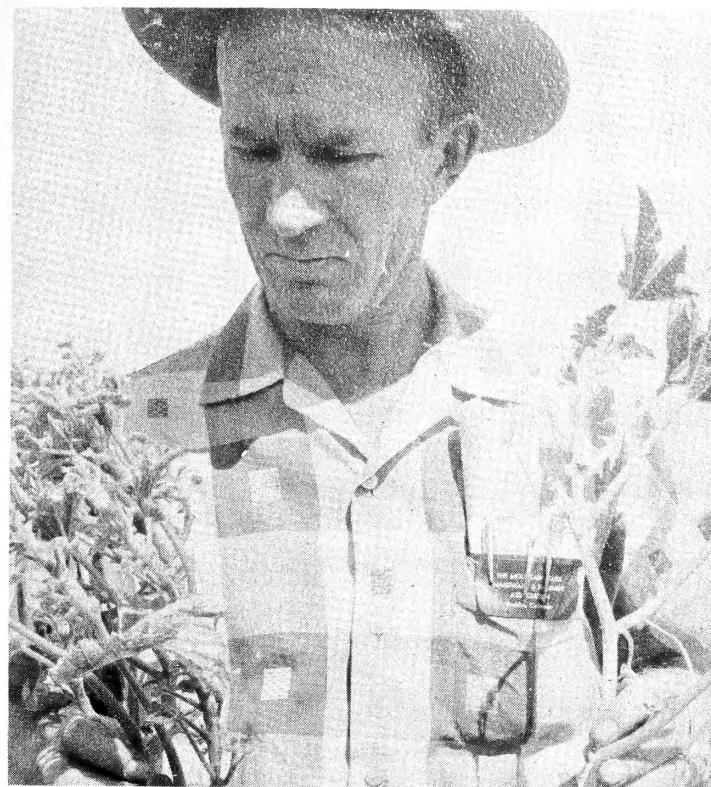
**OUR COMPANY** has been continuously engaged in the wholesale production of the seeds we specialize in: cantaloupe, cucumber, squash, pumpkin, watermelon and gourd. Originally founded by R. H. James, the organization has changed management only once and has served the wholesale seed trade faithfully each year for 56 years.

**WORLD WIDE** distribution through our dealers. Hollar seeds are planted in the important commercial production areas all over the U.S. and in many foreign countries.

**WE GROW** in the best seed growing sections of both Colorado and California, and from our long experience we know which locations and which farms produce the best seeds of each of the many varieties we grow.

**OUR COMPANY MAINTAINS** extended experiments for the purpose of determining moisture percentage and germination of seeds stored under ordinary warehousing conditions, using two methods, (1) cloth bags, and (2) sealed metal tins.

**MACHINERY FOR PROCESSING** and harvesting has all been replaced with new equipment within the past five years. Only the most modern and efficient machinery is used. In many cases we design or build our own equipment to fit the specialized job of harvesting and cleaning.



**MR. V. E. HOLLAR, Owner-manager for more than ten years.** Trained in Horticulture with a Bachelors Degree from Colorado State University and Master of Science Degree from Iowa State College. Did research work as a staff member of Iowa State College for four years and was in charge of the Experiment Station at Muscatine, Iowa during that time.

Actively engaged in the seed business for the past 16 years. Devoted to the work of breeding and distributing the very finest seeds to our wholesale customers.

Shown here with a comparison of healthy plant (your right) and mosaic infected plant of Early Summer Crook-neck Squash.





Over 20 individual labels now in use; a photo of each of the major varieties, and many of the minor varieties.

**ONLY THE BEST GOES INTO OUR SELECT BRAND TINS.** These seeds are hand picked. They are dried and then RE-DRIED on our own specially built forced-air dryer to the moisture percentage which we have determined, by research, to be proper for the highest vitality when seeds are planted.

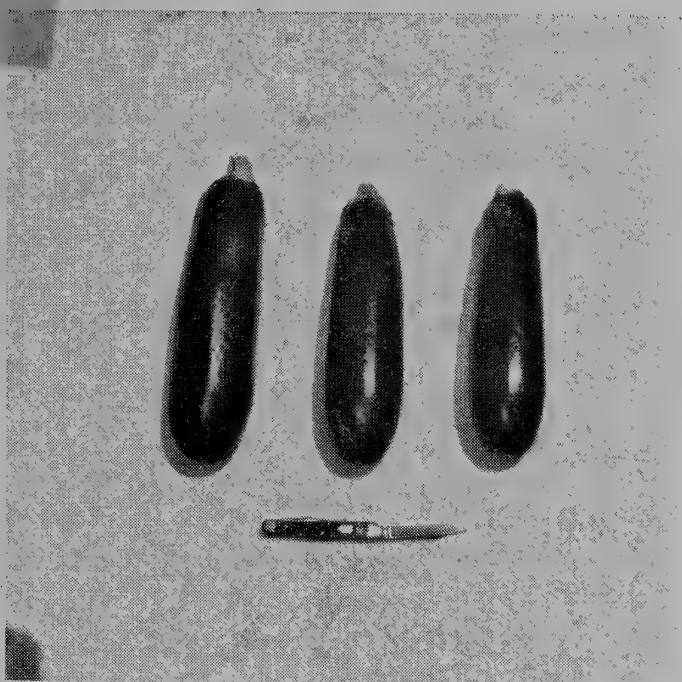
**DIFFERENCES BETWEEN SPEED OF GERMINATION** as well as percent of germination are amazing when comparisons are made between our properly tinned seeds and seeds which have not been redried and treated.

**CHEMICAL TREATMENT AGAINST SEEDLING DECAY** and damping-off organisms is applied to all our tinned seeds. Ask for Delsan treatment to obtain combination insecticide and fungicide protection.



**CHARLESTON GRAY WATERMELON.** We have many certified fields of this popular variety each year. It is our largest selling watermelon variety, and resistant to Anthracnose and Fusarium Wilt.

Our program of selection, rogueing, certification and processing is your assurance of the very finest and purest seed of this variety.



**BEAUTINI F1 HYBRID.** Our introduction for 1961. A beautiful black summer squash in the black zucchini class. We have selected this from over 20 of our experimental hybrids. Selected for high yield and dark color as well as uniformity and fruit shape. Edible in 42 days in our trials at Rocky Ford.

## SQUASH

### COLORADO AND CALIFORNIA GROWN (SUMMER VARIETIES)

POUNDS	Per lb.	in lots
	75 lbs. & up	74 lbs. & less
..... Beautini F1 Hybrid .....		
..... Black Beauty .....		
..... Blackini F1 Hybrid .....		
..... Caserta .....		
..... Cocozelle, Green Bush .....		
..... Cocozelle, Long Dark (Bush) .....		
..... Cozini .....		
..... Crookneck, Early Summer Yellow .....		
..... Saticoy F1 Hybrid (Crookneck) .....		
..... Storr's Green F1 Hybrid .....		
..... Scallop, Benning's Green Tint .....		
..... Scallop, Benning's Small Blo. Scar .....		
..... Scallop, Early White Bush .....		
..... Scallop, Mammoth White Bush .....		
..... Straightneck, Early Prolific Imp'd. ....		
..... Tatume .....		
..... Vegetable Marrow, Green Bush .....		
..... Vegetable Marrow, Green Vine .....		
..... Vegetable Marrow, White Bush .....		
..... Vegetable Marrow, White Vine .....		
..... Zucchini, Black Imp'd .....		
..... Zucchini, Black (Slim Seeded) .....		
..... Zucchini, Grey (Sm. Seeded/Fruited .....		

### (WINTER VARIETIES)

..... Baby Blue .....	
..... Banana, Blue or Slate .....	
..... Banana, Pink .....	
..... Banana, Pink Jumbo .....	
..... Banana, Orange Canner .....	



## SQUASH Cont'd.

Per lb.      in lots  
75 lbs.      74 lbs.  
& up      & less

### POUNDS

.....	Boston Marrow .....
.....	Buttercup .....
.....	Buttercup, Bush Type .....
.....	Butternut (Pre-Bloom Rogued) .....
.....	Butternut (Improved Strain) .....
.....	Delicious, Golden .....
.....	Delicious, Green .....
.....	Ebony Acorn .....
.....	Hubbard, Blue .....
.....	Hubbard, Blue New England Strain ..
.....	Hubbard Chicago Warted .....
.....	Hubbard, Improved Green (True) ...
.....	Hubbard, Golden .....
.....	Marblehead, Mammoth or Umatilla ..
.....	Table Queen or Acorn .....
.....	Table Queen, Mam'th (Royal Acorn)
.....	Turk's Turban, Colorful .....
.....	Warren Turban (Lrg. Fr'td/Orange)

## TREATING PRICES

We recommend **DELSAN**, combination insecticide and fungicide for complete protection, 3c per lb. Other treatments by special order only.

## PACKAGING PRICES

**FOR ONE-POUND TIN**—18c above bulk price.\*

**FOR FIVE-POUND TIN**—8c per pound above bulk price.\*

\* For orders of less than 96 lbs. per variety, to be tinned, add 5c per lb. for extra handling. Orders for less than 12 lbs. in 1 lb. tins or 20 lbs. in 5 lb. tins can not be accepted.

One pound tins packed either 12 or 24 per case. Five pound tins packed 4 (20 lbs.) per case.



**ALL METAL TINS.** Seed from **SELECT** fields is dried, then **REDRIED** to the moisture level we have determined by research to be proper for these seeds. This treatment, plus **DELSAN** insecticide & fungicide, assures you maximum speed of germination and seedling vigor. We are proud of the seed that comes out of these tins!

Over twenty individual labels now in use; a color photo of each of the major varieties and many of the minor varieties.



# WATERMELON

Per lb.    in lots  
75 lbs.    74 lbs.  
& up    & less

## POUNDS

.....	Angelino Black Seed .....
.....	Black Diamond .....
.....	Black Diamond (Colo. Cert.) .....
.....	Black Diamond, Yellow Belly .....
.....	Black Diamond, Yellow Belly (Colo. Cert.) .....
.....	Blackstone (Anthracnose Res.) .....
.....	Blackstone (Colo. Cert.) .....
.....	Blacklee (Wilt Res.) .....
.....	Charleston Gray (Anth. Wilt Res.) .....
.....	Charleston Gray (Colo. Cert.) .....
.....	Charleston Gray #133 (Colo. Cert.) .....
.....	Calhoun Sweet (Wilt Res.) .....
.....	Chilean Black Seeded .....
.....	Chris Cross (Colo. Cert.) .....
.....	Cole's Early or Harris Earliest .....
.....	Congo (Anthracnose Res.) .....
.....	Congo (Colo. Cert.) .....
.....	Dixie Queen (Wilt Res.) .....
.....	Dixie Queen (Colo. Cert.) .....
.....	Dixie Queen (Wilt Res. F1 Hybrid) .....
.....	Early Arizona .....
.....	Early Canada .....
.....	Early Kansas or Red Russian .....
.....	Fairfax (Anthracnose/Wilt Res.) .....
.....	Florida Giant .....
.....	Florida Giant (Colo. Cert.) .....
.....	Garrison .....
.....	Garrisonian (Anthracnose Res.) .....
.....	Garrisonian (Colo. Cert.) .....
.....	Georgia Rattlesnake .....
.....	Golden Honey .....
.....	Halbert Honey (Wilt Res.) .....
.....	Hawksbury, Purdue (Wilt Res.) .....
.....	Hope Diamond (Anthrac. Wilt Res.) .....
.....	Hope Diamond (Colo. Cert.) .....
.....	Ice Cream .....
.....	Irish Grey .....
.....	Ice Box Red Flesh .....
.....	King and Queen (Winter) .....
.....	Kleckley Sweet .....
.....	Kleckley Sweet Improved .....
.....	Kleckley Sweet No. 6 (Wilt Res.) .....
.....	Klondike Black Seed No. 3 .....
.....	Klondike Black Seed, No. WR-3 .....
.....	Klondike R7 (Wilt Res.) .....
.....	Klondike 65 (Wilt Res.) .....
.....	Klondike Black Seed WR-113 .....
.....	Klondike Striped No. 11 .....
.....	Klondike Blue Ribbon Striped W. R. .....
.....	Klondike RS57 (New) (Wilt Res.) .....
.....	New Hampshire Midget .....
.....	New Hampshire Midget (Colo. Cert.) .....
.....	Northern Sweet .....
.....	Peacock, Special Shipper .....
.....	Peacock, Scarlet .....
.....	Peacock, W.R. 60 (Wilt Res.) .....
.....	Peacock, Striped Red Flesh .....
.....	Peerless .....
.....	Rhode Island Red .....
.....	Shipper (New) Black Diamond Type .....
.....	Spalding (Colo. Cert.) .....
.....	Stone Mountain .....
.....	Summit (Wilt Res.) .....
.....	Summit (Colo. Cert.) .....
.....	Sugar Baby .....
.....	Sugar Baby (Colo. Cert.) .....
.....	Sweetheart .....
.....	Tendersweet .....
.....	Texas Giant .....
.....	Texas Giant (Colo. Cert.) .....
.....	Tom Watson .....
.....	Wilson's Sweet .....
.....	Wilson's Sweet (Colo. Cert.) .....
.....	Winona (Wilt Res.) .....
.....	Wondermelon (Wilt Res.) .....

## CITRON

.....	Citron, Red Seeded (Preserving) .....
.....	Citron, Green Seeded (Preserving) .....



Evaluation of cucumber strains from our trial grounds. Mr. C. Estes Johnson conducts trials, breeding, and quality control.

## SEED GROWING CONTRACT

Hollar & Co., Inc., hereby agrees to undertake the production of the within named varieties and quantities of seed. The purchaser agrees to accept and pay for these seeds according to the following terms and conditions. This contract is final when signed and accepted at Rocky Ford, Colo., and is executed and performed at Rocky Ford, Colo. Sale is FOB Rocky Ford. Containers extra at market value. Terms net 30 days with 1½% discount for payment within 10 days for firms of good rating, otherwise draft with bill of lading. It is agreed that a pro-rata delivery will be accepted as a satisfactory delivery in case of shortage caused by short crop, fire or accident. Purchaser agrees to accept shipment when ready, at seller's option. It is agreed that any controversy or claim arising out of or relating to this contract, or the breach thereof, shall be settled by arbitration in accordance with the rules of the AMERICAN ARBITRATION ASSOCIATION of the A.S.T.A. or such other rules as it may designate. The arbitration shall be held in the U.S.A. unless the parties agree upon another locality. This agreement shall be enforceable and judgment upon any award rendered by the arbitrators may be entered in any court having jurisdiction thereof. All seeds sold under the limited warranty clause of the American Seed Trade Association.

According to the above terms and conditions you may enter our order for the quantities and varieties indicated.

(Signed) .....  
(Customer's signature & position)

.....  
(Customer's address)

HOLLAR AND CO., INC. by.....

Date.....

Shipping Instructions:

( ) Rail ( ) Truck

.....  
.....  
.....

